# MASEL SUPPLY CO.

442 BROADWAY • NEW YORK, N. Y. 10013

(Area Code 212)

CANAL 6-7940-1-2

IMPORTERS

WHOLESALE DISTRIBUTORS

CAMERAS, ACCESSORIES
& EQUIPMENT

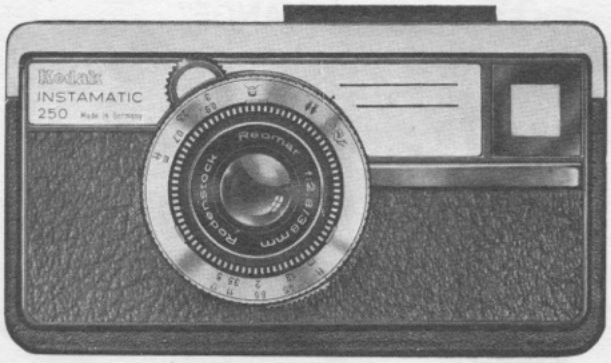
FOREIGN & DOMESTIC
PRECISION PARTS
ETC.

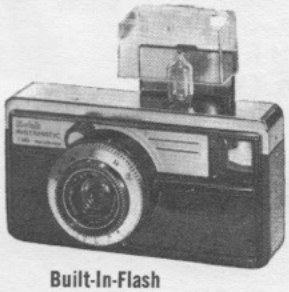
# SUPPLEMENT

NO. 11

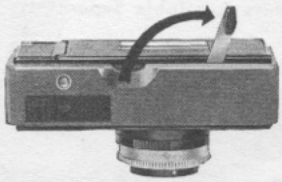
# INSTAMATIC 250 Camera

MADE IN W. GERMANY.



Built-In-Flash



**Film Winding** takes just a split second. Single-stroke action lets you take pictures as fast as you like.

**Instant Loading** . . . just drop in the cartridge and close the back. Uses Kodapak 126 film, available everywhere.

*TAKE SNAPSHOTS IN COLOR OR BLACK-AND-WHITE... OR BEAUTIFUL COLOR SLIDES*

Compact, slim, streamlined, Kodak INSTAMATIC 250 camera with smart new Continental styling... built with the same precision as Retina Cameras.

Instant loading with "Drop-in" KODAPAK CARTRIDGES.

Carries easily in pocket or purse . . . . . measures only 5" × 2½" × 2".

Fast f2.8 lens, color-corrected, focusing as close as 2½ ft. Speeds to 1/250 second, and "B".

Rugged metal body, large projected frame finder, built-in flash-gun for AG1 bulbs.

For focusing click settings with symbols for "CLOSE", "GROUP", and "SCENE".

Rapid-action single-stroke lever, with automatic shutter setting; automatic double-exposure prevention.

Built-in tripod socket and cable release socket.

List: $59.95

Hard leather Eveready case. List: $12.95

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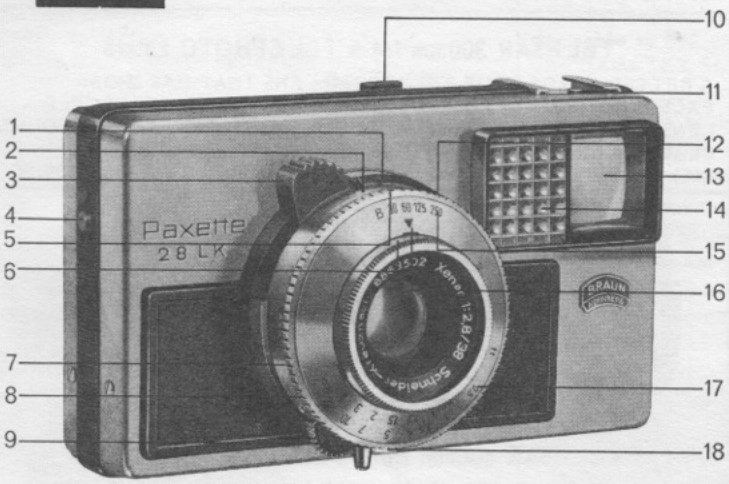
BRAUN NÜRNBERG

# Paxette 28 LK

MADE IN W. GERMANY.




**Description**

1. Diaphragm setting mark
2. Diaphragm scale
3. Camera release
4. Lock for camera back
5. Shutter setting ring with setting index
6. Distance setting ring with symbols
7. Film speed scale
8. Setting mark for film speeds
9. Lever for diaphragm follow-up type ring
10. Rapid film winder
11. Accessory shoe with flash contact
12. Connection for cable release
13. Large-image bright-line frame view-finder
14. Honeycomb window of coupled light meter
15. Shutter speed scale
16. Setting mark for distance symbols
17. Distance ring meter/feet
18. Stopping lever for film speed setting

The coupled light meter

A Quality Camera that uses KODAPAK CARTRIDGES.

COUPLED LIGHT METER. The pointer of the light meter is visible in the viewfinder.

Rugged METAL BODY, streamlined in the new COMPACT, CONTINENTAL styling.

SCHNEIDER KREUZNACH: 1:2,8 38mm lens.

SPEEDS: B 30 60 125 250

Distance setting scale in FEET and METERS. Also SYMBOL distance setting, "CLOSE", "GROUP" and "SCENE".

Accessory shoe with BUILT-IN FLASH CONTACT.

Rapid-action single stroke lever, with automatic shutter setting. Automatic double-exposure prevention.

Built-in TRIPOD SOCKET and CABLE RELEASE SOCKET.

List: $72.00

Hard leather Eveready case. List: $11.50

(Film can be changed while camera remains in case.)

# TELESAR LENSES FOR 35mm SINGLE LENS REFLEX CAMERAS

(USES INTERCHANGEABLE "T" MOUNT LENS ADAPTER)

A line of lenses of highest quality performance and construction. They have semi-automatic pre-set diaphragms.

Hard coated and color corrected. Use on all popular single lens reflex cameras. Change mounts by simply unscrewing adapter.

Each Lense comes in leather carraying case with shoulder strap.

## TELESAR "INTERCHANGE" Adapter System

Available for the following cameras:

ALPA
ARGUS SLR
CANONFLEX
CONTAX S, D, DA
EDIXA REFLEX
EXA • EXAKTA
HEXACON
KONICA F, FS, FP
MAMIYA SLR
MINOLTA SR
MIRANDA
NIKON F
NIKKOREX F
OLYMPUS PEN F
PENTACON
PENTAX
PETRIFLEX
PRACTIKA
PRAKTIFLEX
PRAKTINA
RICOH SINGLEX
TOPCON
YASHICA PENTA, PENTAMATIC

Adapters Available Separately — List: $ 5.49

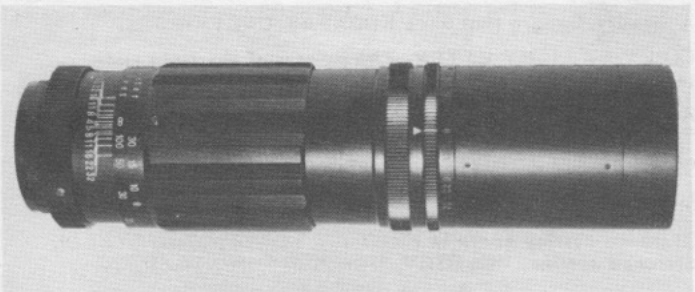
**ALPA OLYMPUS PEN F**
**16mm C MOUNT MOVIE & TV 9.95**

### TELESAR 35mm f:2.8 WIDE ANGLE LENS

6 ELEMENTS. COATED LENSES. PRE-SET DIAPHRAGM WITH CLICK-STOP. STOPS DOWN TO f:16. BLACK SATIN FINISH. LEATHER CASE AND STRAP INCLUDED. List: $49.95
CUSTOM MADE SCREW-IN LENS HOOD List: $ 4.95

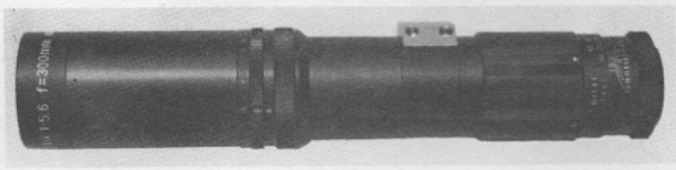
### TELESAR 135mm f:2.8 TELEPHOTO LENS

PRE-SET DIAPHRAGM WITH CLICK-STOP. COATED LENSES. PERFECT ALL-AROUND LENS FOR ACTION. STOPS DOWN TO f:32. BLACK FINISH. ZIPPERED LEATHER CASE AND SHOULDER STRAPS INCLUDED. TAKES 52mm FILTER. List: $49.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 4.95



### TELESAR 200mm f:4.5 TELEPHOTO LENS

PRE-SET DIAPHRAGM STOPS DOWN TO f:32. COATED LENSES. 4 ELEMENTS. TAKES 52mm FILTERS. IMPRESSIVE LOOKING, IN BLACK FINISH SATIN. ZIPPERED LEATHER CASE AND SHOULDER STRAP INCLUDED. List: $59.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 4.95

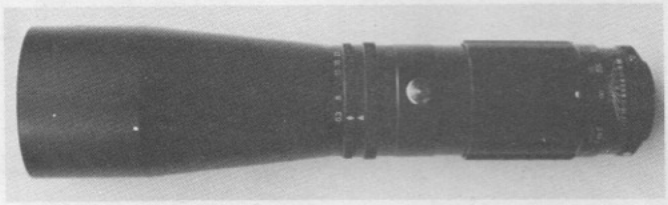


### TELESAR 300mm f:5.5 TELEPHOTO LENS

PRE-SET DIAPHRAGM STOPS DOWN TO f:22. COATED LENSES. 4 ELEMENTS. ROTATING TRIPOD SOCKET. BLACK FINISH. ZIPPERED LEATHER CASE AND SHOULDER STRAP INCLUDED. TAKES 58mm FILTER. List: $69.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 6.95

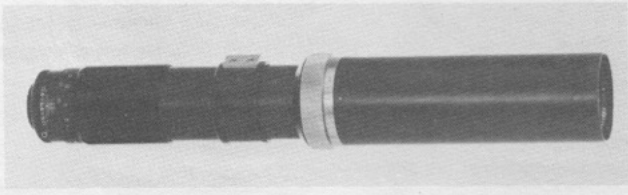
### TELESAR 300mm f:4.5 TELEPHOTO LENS

A BETTER GRADE TRUE TELEPHOTO LENS THAT HAS SHOWN EXCELLENT RESULTS. HARD COATED, AND COLOR CORRECTED LENSES. PRE-SET CLICK-STOP DIAPHRAGM TO f:22. TRIPOD MOUNT. BLACK SATIN FINISH. HARD LEATHER CASE AND SHOULDER STRAP INCLUDED. List: $109.00



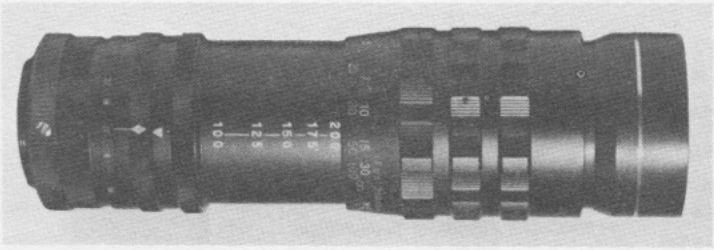
### TELESAR 400mm f:6.3 TELEPHOTO LENS

COATED LENS. PRE-SET CLICK-STOP DIAPHRAGM. STOPS DOWN TO f:32. ROTATING TRIPOD SOCKET. ZIPPERED LEATHER CASE WITH SHOULDER STRAP INCLUDED. TAKES 72mm FILTERS. List: $79.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 6.95



### TELESAR 500mm f:8 TELEPHOTO LENS

A "LONG" LENS, COATED WITH CLICK-STOPS. STOPS DOWN TO f:22. 10x MAGNIFICATION. BLACK SATIN FINISH. HARD LEATHER CASE WITH SPECIAL SHOULDER STRAP INCLUDED. TAKES 72mm FILTER. List: $99.95
CUSTOM MADE SCREW-IN LENS HOOD List: $ 8.95



### TELESAR 100mm - 200mm ZOOM LENS

COATED LENSES, PRE-SET WITH CLICK-STOPS. STOPS DOWN TO f:22. TAKES 55mm FILTERS. TRUE ZOOMING, FOCUS TO CRISP SHARPNESS WHILE ZOOMING. EASY TO OPERATE. LEATHER CASE INCLUDED. List: $109.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 6.95

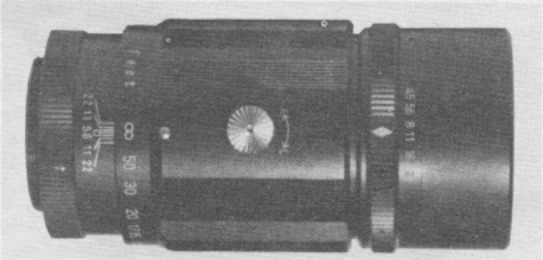
## TELESAR SEMI-AUTOMATIC LENSES

*(PRE-VIEW LENSES)*

THE **TELESAR SEMI-AUTOMATIC** LENSES HAVE A BUTTON ON THE FOCUSING BARREL OF THE LENS. WHILE TURNING TO FOCUS, THE PRE-VIEW BUTTON IS PRESSED DOWN, WHICH FULLY OPENS THE DIAPHRAGM. WHEN THE SUBJECT IS IN FOCUS, RELEASE THE PRE-VIEW BUTTON AND THE DIAPHRAGM STOPS DOWN **AUTOMATICALLY** TO THE PRE-SET "f" STOP. PRE-VIEW BUTTON CAN ALSO BE LOCKED INTO THE WIDE-OPEN POSITION.

### TELESAR SEMI-AUTOMATIC 135mm f:2.8 TELEPHOTO LENS

SAME SPECIFICATIONS AS THE TELESAR PRE-SET LENS, BUT WITH PRE-VIEW BUTTON FEATURE. TAKES 58mm FILTERS.
ZIPPERED LEATHER CASE AND STRAP INCLUDED. List: $69.96
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 4.95



### TELESAR SEMI-AUTOMATIC 200mm f:4.5 TELEPHOTO LENS

SAME SPECIFICATIONS AS PRE-SET 200mm LENS, BUT WITH PRE-VIEW BUTTON FEATURE. TAKES 55mm FILTER. ZIPPERED LEATHER CASE INCLUDED. List: $89.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 4.95

### TELESAR SEMI-AUTOMATIC 300mm f:5.5 TELEPHOTO LENS

SAME SPECIFICATION AS PRE-SET 300mm LENS, BUT WITH PRE-VIEW BUTTON FEATURE. TAKES 58mm FILTER. ZIPPERED LEATHER CASE INCLUDED. List: $113.95
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 6.95

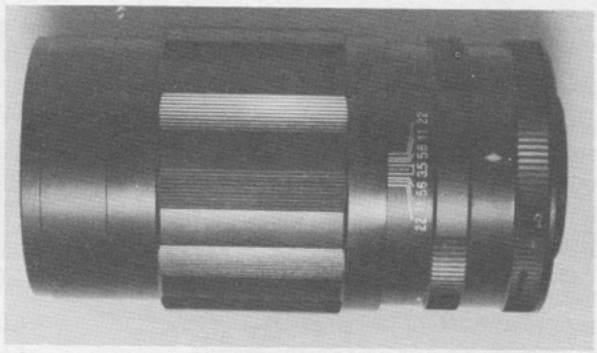
## TELESAR FULLY AUTOMATIC LENSES

### EXTREME WIDE ANGLE TELESAR 28mm f:2.8 FULLY AUTOMATIC LENS

FULLY COATED LENSES. STOPS DOWN TO f:22. HARD LEATHER CASE INCLUDED.
FOR **PENTAX, PRACTICA,** ETC. List: $99.50
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 3.95

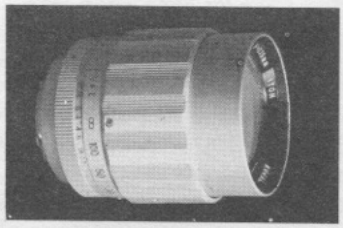
### TELESAR 135mm f:2.8 FULLY AUTOMATIC TELEPHOTO LENS

FULLY COATED LENSES. STOPS DOWN TO f:22. HARD LEATHER CASE INCLUDED.
FOR **PENTAX, PRACTICA,** ETC. List: $79.50
FOR **NIKON F** List: $84.50
FOR **EXAKTA** List: $84.50
FOR **MINOLTA SR** List: $84.50
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 4.95



### TELESAR 200mm f:3.5 FULLY AUTOMATIC TELEPHOTO LENS

FULLY COATED LENSES. STOPS DOWN TO f:22. HARD LEATHER CASE INCLUDED.
FOR **PENTAX, PRACTICA,** ETC. List: $119.50
FOR **NIKON F** List: $125.00
FOR **EXAKTA** List: $125.00
FOR **MINOLTA SR** List: $125.00
CUSTOM MADE SCREW-IN LENS HOOD. List: $ 5.95



### LENSES FOR RETINA REFLEX

PRECISION LENSES, FULLY AUTOMATIC.
MADE SPECIFICALLY FOR **KODAK RETINA REFLEX CAMERAS.**
MADE IN JAPAN.
135mm F/4 . . . . . List: $ 59.95
200mm F/4.8 . . . . . List: $129.95

# The 50 mm Macro Lens

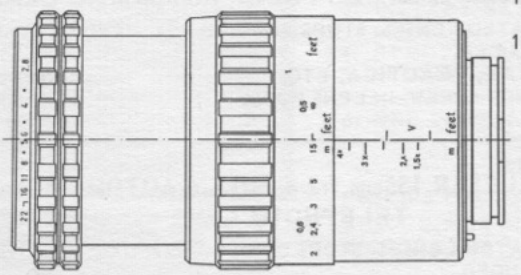
**Schacht-M-Travenar**
**Macro and Standard Lens**
**f 2.8/50 mm**

**with detachable**
**Macro Tube**
and pre-selective diaphragm

for **Edixa-mat Reflex, Edixa-Reflex, Exakta, Exa I and II, Praktica, Pentacon, Pentax and Minolta**

## SCHACHT MACRO AND STANDARD LENS

| Technical Data: | M-Travenar f 2.8/50 mm |
|---|---|
| 1. Lens Elements | 4 |
| 2. Lens Components | 3 |
| 3. Type | modified Taylor type |
| 4. Relative Aperture | f/2.8 |
| 5. Focal Length | 50 mm |
| 6. Stop Setting | f/2.8 to f/22 |
| 7. Focusing Range | ∞ to 1 : 1 reproduction (on Macro Tube) |
| 8. Angle of View | 47° |
| 9. Negative Size | 24 x 36 mm |
| 10. Indication of scale of reproduction and exposure time factors | Registers automatically by means of a colour scale |
| 11. Filter Holder Thread | M 49 x 0.75 |
| 12. Slip-on Diameter | 51 ⌀ h 11 |
| 13. Lens Coating | All glass-to-air surfaces are specially hard coated (abrasion resistant). |
| 14. Class | Fast standard lens with pre-selective diaphragm, specially constructed for use with Macro Tubes or bellow attachments. |



## From Infinity to 1:1 Reproduction

To simplify focusing, the M-Travenar f 2.8/50 mm is equipped with pre-selective diaphragm. Thus focusing can be carried out with the diaphragm fully open, and the picture be taken with the pre-set aperture.

The scale on the extension tube is for use only with the M-Travenar, whereas setting of all other lenses used with the Macro Tube has to be done by means of the ground glass. Colour marks on the scale: white marks range from ∞ to 1.7 ft (0.5 mtr.). Yellow and green figures are scale of reproduction (V) = 1 : 0, 2 : 1. The exposure time factors are indicated to the left of the green/yellow/white index line on the fixed tube part.

**List: $99.50**

TELE-XENAR

CURTAGON

## LENSES FOR RETINA REFLEX

SCHNEIDER Tele-Xenar (Edixa) 135mm f4. **List: $87.95**
SCHNEIDER Curtagon (Edixa) 28mmf4. **List: 86.95**

Schneider lenses for the Retina Reflex camera will accept all Kodak accessories.

Packed in gift-boxes.

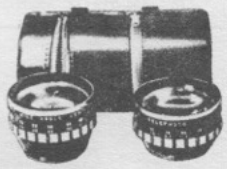
## ENNA LENSES Made in Germany

| | |
|---|---|
| Enna ZOOM 85 - 250mm f4 for Exacta, Practica, Nikon F, Miranda and Minolta. | List: $219.50 |
| Case for Enna Zoom lens. | 19.95 |
| Enna W. A. 25mm f4. for Exacta and Practica | 129.50 |
| Enna Tele. 135mm f2.8 for Exacta and Practica | 89.50 |
| Tele Ennalyt Auto. 240mm f4.5 for Exacta and Practica | 104.95 |
| Tele Ennalyt Pre-set 400mm f4.5 for Exacta and Practica | 129.00 |
| Tele Ennalyt Pre-set 600mm f5.6 for Exacta and Practica | 234.00 |
| STEINHELL Automatic 135mm f2.8 lens for Exacta and Practica | 89.95 |

MASEL SUPPLY CO.

## AUXILIARY LENS

Auxillary lenses set for Kodak Instamatic camera use, containing Telephoto lens, Wide angle lens, adapter ring, viewfinder and zippered vinyl case.

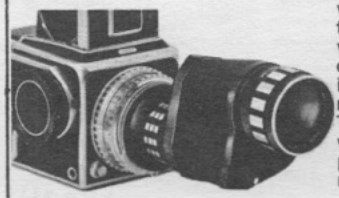


*Bracket of finder: short sizes for
Kodak 700/800 @ set
Med. sizes for
Kodak 100/150 @ set
Long sizes for
Kodak 300/400 @ set

*Normal clip-on shoe for Kodak 500

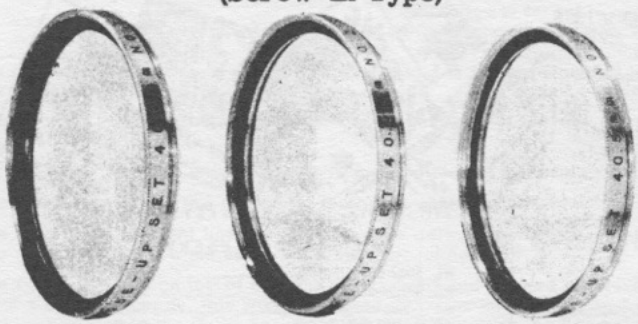
**List: $24.95**

## ACCURA MONOTEL PHOTO-MONOCULAR



A wide field 7x40 monocular suitable for virtually any single lens and twin lens reflex camera, regardless of size of camera lens. Equipped with standard Series V, VI and VII threads, the Monotel works equally well on Hasselblad, Rolleiflex (including 2.8), Retina Reflex (including 1.9), as on Contaflex, Yashicamat and Bessamatic cameras.
The Accura Monotel comes complete with haze filter, lens shade, diaphragm plates and leather case, ready to fit standard filterholder.
**$59.95**

# CLOSE-UP LENS SET
(Screw-in Type)



40.5 mm set shown actual size

## CROSS SCREENS

Custom made to screw directly into the lens, CROSS SCREENS are made of colorless, high-precision optical glass, and mounted on beautiful metal rings like ordinary filters.

The CROSS SCREEN has stripes imprinted all over, and therefore besides giving a soft-focus effect, it creates a cross-flare on highly brilliant spots of the subject like an ear-ring, necklace, silverware, etc. This effect is often utilized in photographing such scenes as glittering waves, twinkling neon signs, glass ware and jewelry.

## CLOSE-UP LENS SETS

Custom made close-up lens sets of THREE lenses that screw directly into the lens. Close-up lenses can be used seperatly or together (staked) with out any retaining ring or adapter ring. With devided leather case.

## POLARIZING SCREENS

Custom made Polarizing screens screw directly into lens. Rotates freely for best polarizing results.

**Lenses are precision made of fine quality, optically ground, coated optical glass. Because these lenses are made to exacting quality standards they are threaded to fit directly into the camera lens mount to enable user to focus at close distances.**

## SOFTON (Soft-focus)* SCREENS

SOFTON is a filter-like attachment for obtaining soft-toned pictures, that screws directly into the lens.

In photography lenses should be sharp, but in many cases soft soft pictures are required. SOFTON is an optical glass with a thin coating of magnesium fluoride, approximately 1 micron in thickness which is evaporated in irregular tiny dots.

| SIZE | FILTER Skylight Yellow | CLOSE-UP SETS | POLARIZING FILTERS | LENS HOODS | SOFTON AND CROSS SCREENS |
|---|---|---|---|---|---|
| 27mm | $3.45 | $ 7.95 | $ 5.45 | $1.95 | $3.95 |
| 29½mm | 3.45 | 8.95 | 5.95 | 1.95 | 3.95 |
| 35½mm | 3.85 | 8.95 | 6.45 | 1.95 | 4.45 |
| 40½mm | 3.85 | 8.95 | 7.95 | 2.45 | 4.45 |
| 43mm | 4.85 | 10.95 | 8.95 | 2.45 | 6.45 |
| 46mm | 5.85 | 10.95 | 9.45 | 2.45 | 6.45 |
| 49mm | 5.85 | 12.95 | 10.45 | 2.45 | 6.95 |
| 52mm | 7.45 | 13.95 | 11.45 | 2.95 | 6.95 |
| 55mm | 7.45 | 14.95 | 12.45 | 2.95 | 8.45 |
| 58mm | 7.85 | 16.95 | 13.45 | 2.95 | 9.45 |
| 62mm | 8.95 | 19.95 | 14.95 | 2.95 | |
| Series V | 3.45 | 8.95 | 6.45 | 1.95 | |
| Series VI | 3.85 | 10.95 | 6.45 | 2.45 | |
| Series VII | 5.85 | 12.95 | 8.45 | 3.45 | |
| Series VIII | | 23.95 | 11.50 | | |
| Series V Plain for Rear Lens | 3.45 | | | | |

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### ESSENKAY COLOR FILM ADAPTER

**Now! Shoot COLOR Transparencies for 2 x 2" Slides with Your Own 120 or 620 Camera**

**Beautiful color slides or paper prints — they're as easy to take in COLOR as in black and white, and this adapter is ALL YOU NEED to start taking RICH COLOR PRINT *NOW!***

**Uses 8-exposure No. 828 KODACHROME film, available everywhere — and the short roll means no waiting to "use up the roll" before sending it for ssing.**

**No camera alterations or tools necessary — full INSTRUCTIONS included. You will install it yourself in seconds, take it out any time to use the larger size film.**

**TO FIT THESE CAMERAS ONLY**

**MAMIYAFLEX C-2 and C (See 4617-A(W) Below)**
AGFA SPEEDEX*
ANSCO REFLEX
ARGOFLEX E, EM, EF
BRILLIANT
CIROFLEX
EXACTA (V. P.)
GRAFLEX 22

MADE IN USA.

IKOFLEX II*
IKOFLEX III
KODAK DUO 620
KODAK REFLEX
KORELLE-REFLEX
SUPER IKONTA B. BX
PERLE Jr.

* Not for Speedex Special or IIa

—ESSENKAY 828 ADAPTER (specify camera) . . . **$7.45**
ESSENKAY 828 ADAPTER for Mamiyaflex C2, C. **$8.95**

# Carnival FILMS

*Selected*

**8 mm**

**HOME MOVIES**

50 feet . . . . . List: .98¢ 200 feet . . . . List: $3.95

For impulse sales, there are four eye-catching display racks available.

1. Revolving rack . . . . . capacity 144 50ft. reels.
2. Revolving rack . . . . . capacity 72 50ft. reels & 18 200ft. reels.
3. Stationary rack . . . . . capacity 24 200ft. reels & 48 50ft. reels.
4. "Bubble Pack" rack . . . capacity 48 50ft. reels.

## Laurel and Hardy

ALL RIGHTS RESERVED

| | |
|---|---|
| LH1. The Salesman | LH6. The Fugitive |
| LH2. Come Clean | LH7. Help Mates |
| LH3. Many A Slip | LH8. Another Fine Mess |
| LH4. The Elopement | LH9. What A Pal |
| LH5. The Duel | LH10. House For Rent |

MADE IN 50 FEET AND 200 FEET

## The Little Rascals

ALL RIGHTS RESERVED

| | |
|---|---|
| LR1. One Exciting Night | LR6. Taffy |
| LR2. Wind Storm | LR7. Mighty Hunters |
| LR3. House Of Mystery | LR8. Buried Treasure |
| LR4. The Gladiators | LR9. Curtain Calls |
| LR5. Camping Out | LR10. Wintertime |

MADE IN 50 FEET AND 200 FEET

## Westerns

50 FEET AND 200 FEET

ALL RIGHTS RESERVED

| | |
|---|---|
| W1. Stage Coach Outlaws | Buster Crabbe |
| W2. Gentlemen With Guns | Buster Crabbe |
| W3. Prairie Badmen | Buster Crabbe |
| W4. Frontier Outlaws | Buster Crabbe |
| W5. Ambush Trail | Bob Steele |
| W6. Thunder Town | Bob Steele |
| W7. Navajo Kid | Bob Steele |
| W8. Outlaw Roundup | Tex O'Brien |
| W9. Pinto Bandit | Tex O'Brien |
| W10. Brand Of The Devil | Tex O'Brien |

## Charlie Chaplin

ALL RIGHTS RESERVED

| | |
|---|---|
| CC1. One A.M. | CC6. Laughing Gas |
| CC2. The Cops | CC7. The Champion |
| CC3. Love Pains | CC8. Lucky Horseshoe |
| CC4. The Artist | CC9. Sleepless Night |
| CC5. In The Park | CC10. Backstage Antics |

AVAILABLE IN 50 AND 200 FEET

## Kitty Kat

FIRST 2 NOS. ALSO IN 200 FEET

| | |
|---|---|
| *KK1. Oceantics | KK6. The Doctor's Aide |
| *KK2. The Hero | KK7. The Awful Spook |
| KK3. Balled Up | KK8. Finds Them Soft |
| KK4. The Tricksters | KK9. Free Lunch |
| KK5. On The Farm | KK10. Lost His Tail |

ALL RIGHTS RESERVED

## Aesops Fables

ALL RIGHTS RESERVED

| | |
|---|---|
| AF1. The Enchanted Fiddle | AF6. Barnyard Olympics |
| AF2. The Mouse Catcher | AF7. The Mail Pilot |
| AF3. Noah's Outing | AF8. The Underdog |
| AF4. Monkey Business | AF9. Jungle Bike Riders |
| AF5. Pirate's Gold | AF10. Adventures of Adenoid |

MADE IN 50 FEET AND 200 FEET

## Popeye

FIRST 5 NOS. IN ALSO IN 200 FEET

| | | | |
|---|---|---|---|
| *P1. Indian Fighter | P6. The Champ | P11. Train Buster | P16. At The Rodeo |
| *P2. Circus Man | P7. King Of The Jungle | P12. Nurse Maid | P17. Punching Bag |
| *P3. House Wrecker | P8. The Butcher | P13. Gets The Works | P18. Unseen Bride |
| *P4. At The Carnival | P9. Deep Sea Diver | P14. Flim Flam Fireman | P19. Skeleton Schooner |
| *P5. Free Lunch | P10. Fancy Skater | P15. Horse Shoes | P20. Wagon Works |

ALL RIGHTS RESERVED

## Betty Boop

FIRST 2 NOS. ALSO IN 200 FEET

| | |
|---|---|
| *BB1. Boop-a-Doop | BB6. Doggy Troubles |
| *BB2. Fairy Tales | BB7. S.O.S. |
| BB3. Rubberland | BB8. Mystery Island |
| BB4. Spooks & Spooks | BB9. Auto Racer |
| BB5. Magic Mirror | BB10. Express |

ALL RIGHTS RESERVED

## ACCURA Transparency Viewer

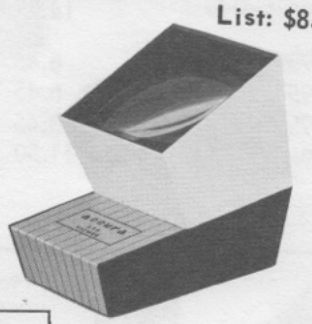
**Moderate price, clean design, and excellent picture quality make this viewer an easy sale. Molded two-tone body fits a hand comfortably.**

**List: $5.95**

## ACCURA 2¼" Viewer

**Powered by two "C" cells, the Accura 2¼" viewer shows brilliant enlarged image at normal viewing distance. Light is slide-actuated. Includes carrier for 2x2 slides as well.**

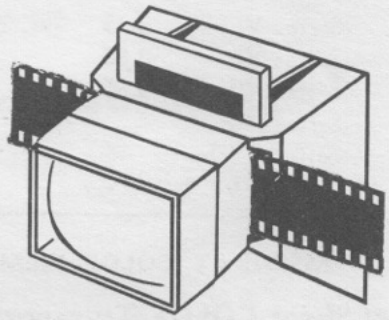
**List: $8.95**



## CENEI Scoper...ff"

**Battery Operated, 4-1 Slide Viewer**

**Made in West-Germany**



1) Use as regular viewer for ALL 2x2 Slides.
2) Use with STRIP FILM.
3) Remove back and use as DAYLIGHT VIEWER.
4) Front lens can be removed and used as powerful MAGNIFIER.

**A powerful, sturdily built slide viewer, that comes packaged twelve (12) to an attractive dispensable counter display, which will sell on sight.**

**List: $2.95**

## KOPIL 'TTL' 'through the lens' EXPOSURE METER

Provides the most accurate readings obtainable with any meter, because it reads exactly what the lens 'sees'. It attaches to the rear of the camera lens (or bellows, tubes, converter, when attached to lens) and shows correct exposure in shutter speeds, regardless of lens opening, extension etc. Particularly well suited for close-up and micro photography. Used with a long lens, the 'TTL' acts as a spot meter; without any lens attached, the 'TTL' becomes a highly sensitive Available Light Meter.

Kopil CdS 'TTL' Meter model P for Pentax mount lenses **$24.95**

Kopil CdS 'TTL' Meter model T with choice of fitting for Leica (screw-mount), Minolta SR, Canonflex, Canon FX, Nikon F, Topcon, Exakta, Miranda, Konica mount lenses **$29.95**

Extra flanges (for model T only), each **$7.95**

## ACCURA FOOT-SWITCH

A heavy duty switch that leaves hands free for dodging, burning-in, etc. Turns safelight automatically off when enlarger light is turned on, for better visibility of image on easel.

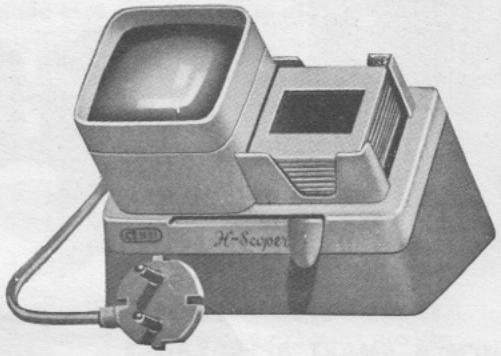
**$9.95**

CENEI

# H-Scoper „Junior"

MASEL SUPPLY CO.

**Automatic slide viewer 2" × 2"**
**with changer for 10 or more slides.**
**Slide Viewer for table use, to be used with lead and plug from the mains supply.**



**For Colour and DIA Films 24 x 36, 24 x 24, 26 x 26 and 40 x 40 mm mounted in slides 2" x 2" (5 x 5 cm).**

The **viewing of transparencies** is possible **at any time of the day, no darkening** of the room is necessary.

The **H-Scoper "Junior"** is available with **a mono lens 63 x 63 mm.**

The **mono lens 63 x 63 mm** gives you already a **strong enlarged bright picture.**

The bulb gives a bright light, lighting up also dark slides. A good ventilation prevents too much heat, also when using the viewer for longer time.

The cover, which is on top of the lens, is removed and hanged reverse in the slit on the back side of the body, this way serving to catch up the ejected slides. Put the slides right way round in the chute. For changing the slides push the handle all the way to its stop to the right or to the left. It is important to operate smoothly. You can use slides of different thickness.

If you want to clean the lens take off the upper part of the body after having pressed in the pin on the left hand side.

Changing the lamp: Pull out the mains plug. Remove the baseplate by loosening the 4 screws.

**Important:** Do not use a stronger bulb than **15 watt.**

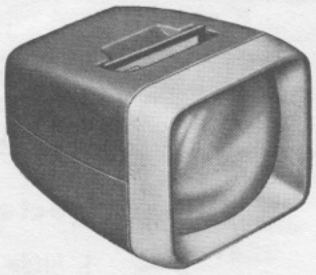
For viewing filmstrips ask for the filmstrip adapter.

H-Scoper "Junior" with bulb . . . . $13.50
Adapter for film strips 35 mm . . . . $ 1.50

## Cenei C-Scoper

**with large lens size 63 × 53 mm**

**Slide Viewer 2" x 2" (5 x 5 cm) with battery illumination for transparencies 24 × 36, 26 × 26 and 40 × 40 mm mounted in slides 2" × 2" (5 × 5 cm).**



Outer dimensions: 3¾" × 3" × 2½"

C-Scoper with bulb . . . .$4.49

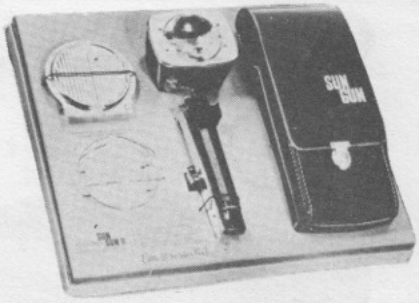
A very attractive looking viewer, made of plastic material in two different colours.

The very large lens (size 63 × 53 mm) gives a strong enlarged picture of plastic effect.

The viewer is illuminated when the slide is put in and then pressed down a little.

## SYLVANIA SUN GUN II

**SG-55 MP KIT**—Contains Sun Gun II Movie Light Model SG-55, Dichroic Daylight Filter for Outdoor Color Film indoors & Case, less than $29




SEE CATALOGUE PAGE 27

# DIAL-A-BOUNCE® movie LIGHT

## NEW SEALED BEAM SUPERFLOOD

New Dial-A-Bounce Movie Light has features never offered before in a popular priced light... Calibrated knob on handle adjusts lamp to desired angle — Telescoping handle fits all movie cameras; in extended position keeps light from affecting electric eye — Camera bracket mounts left or right for user convenience — Air vented shield stays cool to touch, protects lamp from shock — New sealed beam long-life Superflood lamp, easily replaceable (8 hour average life) — UL and CSA approved — Also available with Daylight Lamp.

Only **$10.95** with universal bracket

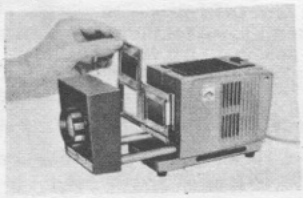
(mounts left or right)

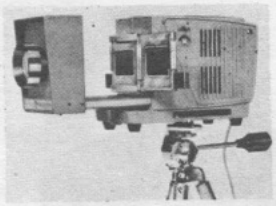
- Calibrated knob sets lamp head at any desired angle
- Telescoping handle for any size camera keeps light-spill from affecting electric eyes
- Air-vented shield stays cool to touch, protects lamp from shock

# TELESAR Portable Slide Projector.

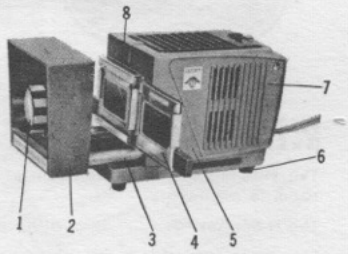
## SUCH A SMART APPEARANCE

- Highly original design: Compact size
- Easy to operate
- Brilliant sharp image from P-TELESAR lens
- Most efficient double condenser system
- Specially designed convection cooling
- All die-cast made
- Fits standard photographic tripod

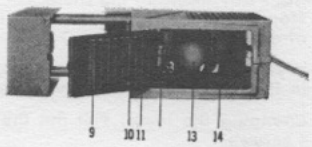




## MAIN FEATURES



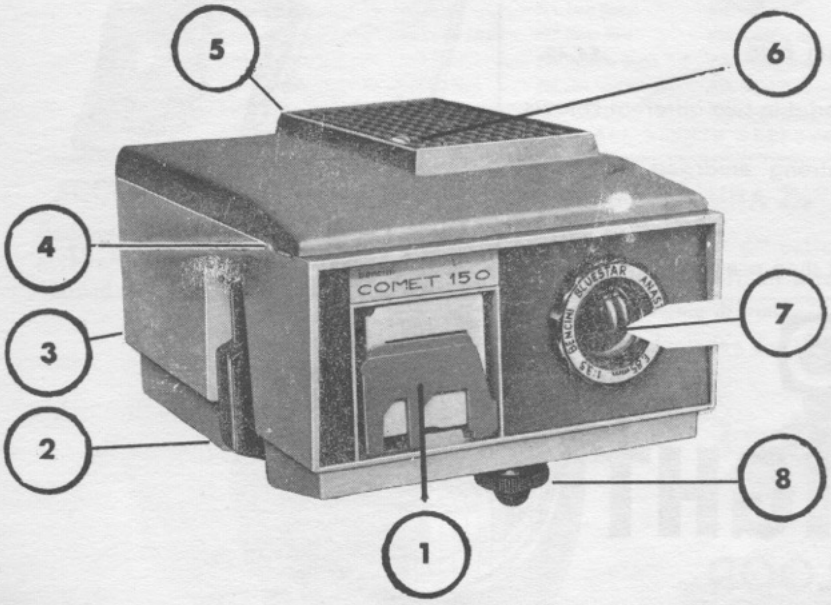

1. TELESAR f. 2.8 75mm Lens
2. Lens Panel
3. Arm
4. Slide Carrier
5. Tripod Bushing
6. Base
7. Housing
8. Carrier Housing
9. Cover
10. Condenser (A)
11. Heat Filter
12. Condenser (B)
13. 100w Projection Lamp
14. Reflector




Dimensions: $6" \times 4\frac{1}{4}" \times 2\frac{3}{4}"$
Net Weight: 2.65 lbs.
List: $29.95 Zippered Case Included.

# COMET '150' Slide Projector.

MADE IN ITALY




1. Slide magazine
2. Slide intruder
3. Switch
4. Focusing lever
5. Mirror adjustment screw
6. Lid screw
7. Helicodial movement objective housing
8. Adjustable foot

**A SEMI-AUTOMATIC Slide Projector sturdily built DIE-CAST ALUMINIUM body.**

**Slide magazine used in the COMET 150 is the same as used in the standard European Projectors such as Letica, Agfa, Braun, etc.**

**Uses 150 watt lamp.**

List: $47.95

**Extra SLIDE MAGAZINE (will fit other European Projectors)**

List: $ 1.35

MAGAZINE

## L.P.L. PHOTO THERMOMETER

Thermometer in STAINLESS CASE.

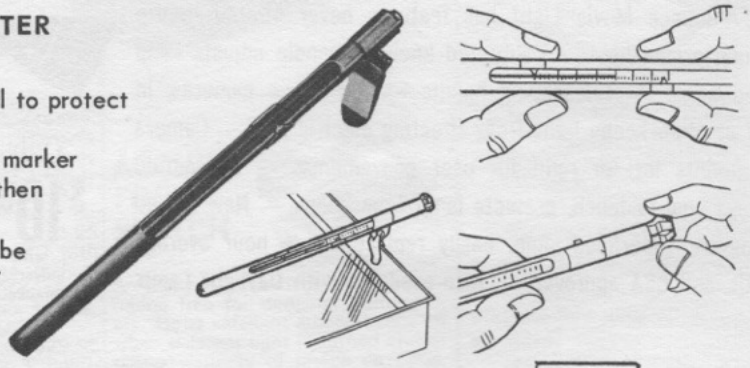
Also, the thermometer is covered with strong vinyl to protect the graduation markers from acid.

The L.P.L. PHOTO THERMOMETER has sliding marker which can be pre-set for the temperature needed, then when used, can be seen in the dark.

Accessory CLIP attached to the thermometer can be slipped on rim of tray or tank, to hold thermometer in place.

Fluid thermometer can easily be removed from its case.

List: $2.25





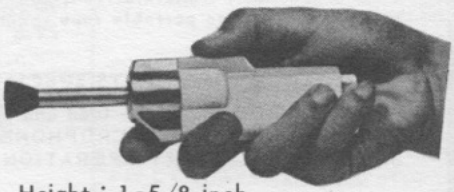
MASEL SUPPLY CO.

# TELESAR AUTO CLEANER

**MASEL SUPPLY CO.**

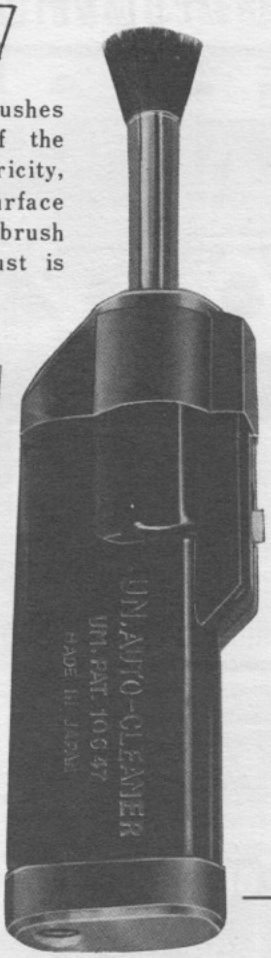
* The U.N.Auto Cleaner is a midget vaccum cleaner.
* It is used for cleaning either by suction or blowing off.
* The dust-laden air drawn in is cleansed by the filter before exhausted.
* The brush can be fitted on or taken off, and can be put in the cleaner when it is not in use.
* Two small dry batteries (single UM–3) will keep the AUTO–CLEANER working for one and a half hours on end.

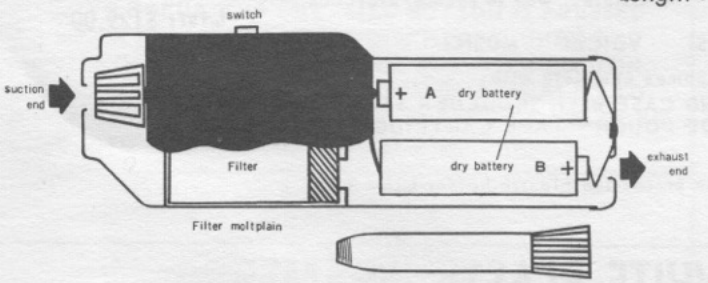
Conventional lens cleaners or brushes cause friction with the surface of the lens, which by generating static electricity, leave the dust stuck on the lens's surface and often streaks. The U.N.electric brush dusts the lens with a soft tip; the dust is sucked in and filtered.

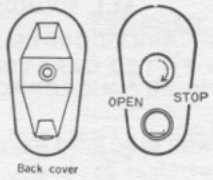


Height : 1-5/8 inch
Width : 1 inch
Length : 4½ inch

With Plastic Case.
**List $4.95**



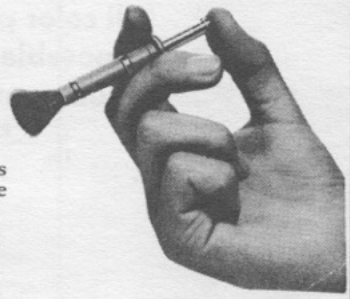

# TELESAR WIRE RING BRUSH

**WHIRLING BRUSH TYPE**

A unique lens or negative brush.

When extended tip is pressed with the thumb, it rotates the brush into a centrifugal action, for a faster and more thorough dusting of lens or negative.

Comes in a plastic container. **List: $1.25**



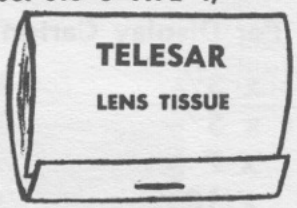
# TELESAR LENS TISSUE

**SOFT, THIN, LINT-FREE**

**For cleaning optical surfaces**

**CAMERAS—LENSES—FINE OPTICS**

**TISSUE MADE TO U.S. GOVERNMENT SPEC. (UUP-313 C TYPE 1)**




Packed in new match-book style, that protects the lens tissue while it is carried in gadget bag or pocket.

**List: .20¢**

Packed 100 packages to a display box.

Lens tissue can be ordered with your own imprint on cover No extra charge. Please send us the text you want printed. Minimum order with special print, 500 booklets.

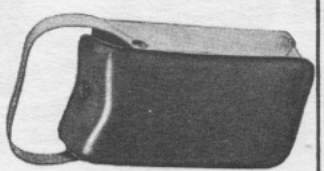
**HAMA POCKET TRIPOD CLAMP**

A new, improved and particularly elegant model of this practical and popular camera support.

The HAMA pocket tripod clamp is so light and handy that it can be carried everywhere; with it, time-exposure and delayed-action pictures can be taken in any situation.

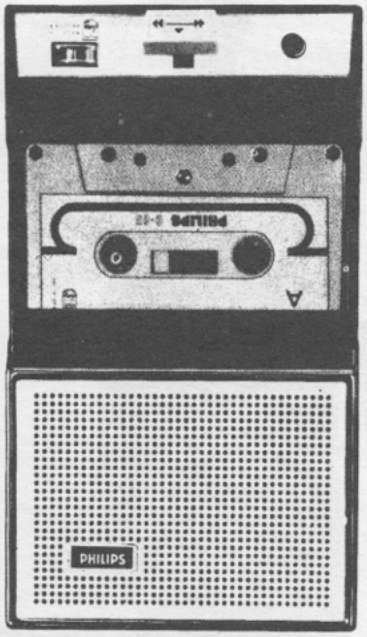
This device can be used for clamping or screwing the camera in position, or as a table tripod. It comprises a lacquered screw clamp, wood screw, 3 tripod legs and an extremely robust ball-and-socket head. All bright-metal parts are chrome-plated. The unit can be clamped or screwed to: table tops, table legs, chair backs, window sills, window frames, fences, deckchairs, bicycles, motor scooters, cars, perambulators, skis, tree branches, walking sticks, etc., and can be stood anywhere: on tables, seats or on the ground (useful for close-ups of flowers and similar subjects).

| | | |
|---|---|---|
| **4000** | Pocket tripod clamp | **$4.50** |
| **4001** | Attractive case for above | **$1.95** |



# PHILIPS CARRY-CORDER EL 3301

*Also marketed as Norelco 150*




## CARTRIDGE TAPE
## CORDLESS TAPE RECORDER

The new marvel tape recording versatility. Snap in a cartridge, flick on the switch and you're ready to record or playback in nothing flat. Single control starts, stops, winds, rewinds tape. Professionally engineered, fully transistorized, constant speed capstan drive - the perfect ready-to-go portable tape recorder for any and every member of the family.

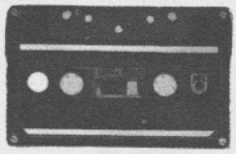
**SOME OF ITS SPECIAL FEATURES**

1. CARTRIDGE SYSTEM - load and play in 3 seconds flat.
2. ULTRA SENSITIVE MICROPHONE - can be used in three different ways.
3. INSTANT BATTERY OPERATION - lets you record/playback any place, any time.
4. REMOTE START/STOP - the most useful extra control.
5. SPECIAL INPUT/OUTPUT CONNECTIONS - provide extra facilities for recording or playback.
6. ONE SWITCH CONTROL - the simplest way to record/playback.

**List: $129.00**

**ALL SOUNDS! VOICE! MUSIC!**

PHILIPS CARRY-CORDER comes complete with:
CUSTOM-FITTED CARRYING CASE WITH SHOULDER STRAP * HAND STRAP
MICROPHONE * MICROPHOE POUCH * TAPE CARTRIDGE * PATCH CORD



EXTRA PHILIPS CARTRIDGE TAPE in protective plastic holder. **List: 3.50**
Packed six cartridges per box.

---

## Complete Line of Plastic Frames

25 Frames Per Display Ctn.

**Per Display Carton**

| | | |
|---|---|---|
| 3½ | x 3½ ..... | 4.75 |
| 3½ | x 5 ..... | 4.75 |
| 5 | x 7 ..... | 8.75 |
| 8 | x 10 ..... | 12.25 |

All with Flexiglass Windows

## OFF WHITE PLASTIC FRAMES

1.) packaged in a four color display box
2.) full color photograph in the Display frame
3.) disposable dispensing display carton
4.) requires minimum counter space

RETAIL PRICE PER FRAME

3½ x 5 .... 19c  5 x 7 .... 35c  3½ x 3½ .... 19c
8 x 10 .... 49c

MASEL SUPPLY CO.

FLANGES WITH SCREWS

| | |
|---|---|
| For Exacta | $4.49 |
| For latest model with Double Bayonett... | 4.98 |
| For Praktica | 4.17 |
| For Leica | 1.98 |
| Contax II, Nikon lens flange | 6.00 |
| Original Leica Flange which fits on the camera | 4.97 |

## TELESAR SPLICER for SUPER 8 and REGULAR 8mm

See catalogue Page 46

8mm FILM WET SPLICER, which can be used for SUPER 8 and REGULAR 8mm film.

Double set of splicing blades.

The beautifully designed and incomparably durable splicer, has all the advanced features for precision splicing.

List: $4.98

## L.P.L. DRY FILM SPLICER

FOR 8mm MOVIE FILM

Designed for the most simplified operation.

Dry tape splicer, uses pre-cut Band-Aid-type tape. Replaceable dutter, built-in tape case. Holding points keep firm securely in place during splicing.

Rubber cushon stabilizes splicer for efficient operation.

List: $3.95

BIC

DIVISION OF Waterman

## BALL POINT PENS

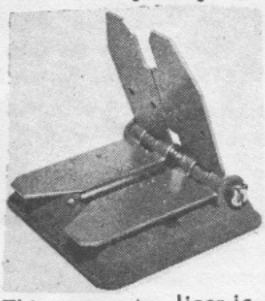
- Medium Point
- Non-refillable
- Assorted Ink Colors

72 M-19 PENS ON DISPLAY RACK (assorted colors) Each .19¢

12 M-19 PENS IN BOX (one color per box) Each .19¢

## TELESAR COMPACT SPLICER

See catalogue Page 46



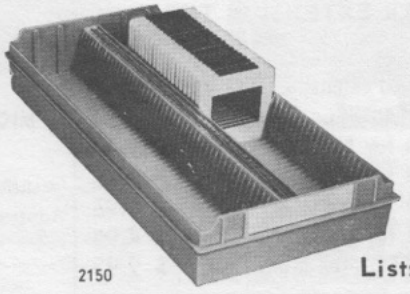
This compact splicer is now available for SUPER 8 or REGULAR 8mm film.

List: $3.25

## HAMATEX SLIDE BOX

Because of the high price of slide magazines for the European projectors, such as Leica, Agfa, Braun, etc. it is desirable to buy as few as possible. The HAMATEX SLIDE BOX makes it possible to store the slides outside of the expensive slide magazines, while the slides are not shown, and still keep them in their proper order.

To use just put the HAMATEX SLIDE BOX over the slide magazine and turn both over, so that the slides will fall into the slide box. To put the slides back into the magazine, just reverse the process.



2150

List: $2.50

Attractive appearance and sturdy plastics construction. Lower part orange-coloured with grooves for 100 2x2 in. slides and numbered double edge-strips. With interchangeable identification plaque on front. Locking grooves hold the transparent lid firmly in position. With contents index. Supplied in sturdy folding pack with contents index.

**2150** Model 2x2 in. (5x5 cm)/100 D

# FILM LOADING LITE

- Produces low intensity filtered light
- Will not affect "total darkness" requirements or fog film
- Gives visibility to film and developing equipment
- Eliminates fumbling, snagged or damaged film
- Easy filter change converts Film Loading Lite into Portable Safelight

This brand new darkroom convenience has been tested and approved by professionals for use on a wide range of black and white films, and comes with three readily interchangeable filters: green for panchromatic, red for orthochromatic, and orange for safelight. Plastic case, unbreakable, non-corrosive, waterproof.

**Retail Price: $6.95**

## ACCURA 'T' MOUNT LENS

85mm f:1.9

A high-speed, six element, 29° angle tele in the focal length so many professionals use for portrait, child, sports and theatre photography. Pre-set clickstops to f/22, focusing from 3½' —only 3½" long. List: 74.50

## ACCURA ADAPTERS for OLYMPUS PEN F CAMERAS

adapt lenses made for other cameras for use on Pen F, without change in focusing mount.

| | |
|---|---|
| For Pentax, Practica lenses | $7.95 |
| For Exakta, Topcon lenses | $7.95 |
| For Minolta SR lenses | $9.95 |
| For Nikon F, Nikkorex F lenses | $9.95 |

MASEL SUPPLY CO.

## TELESAR POINTER TORCH

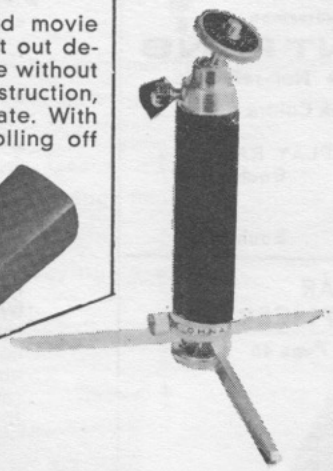
Made in West-Germany

(SEE CATALOGUE PAGE 43)

A most useful aid for slide and movie enthusiasts, enabling you to point out details on the projected sceen image without leaving your chair. Sturdy construction, attractive design, handy to operate. With bevel-edged body to prevent rolling off desk tops etc.

3552 List: $5.45

3552



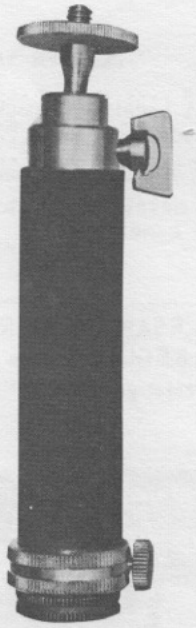
## TELESAR MINIPOD #MT-1

### A MINIATURE TRIPOD W/PANNING MOVEMENT

A pocketable miniature tripod measuring only 130mm (when closed) and weighing only 150g., Minipod is packed with numerous features. It has a built-in ball & socket head and provision for efficient panning which is structually independent of the tripod head.

Its compact, lightweight structure allows it to be used as a camera hand grip or chest-pod. It is invaluable for use on table-tops, in akward corners, for low angle shots and especially where conventional tripods are ineffectual. Aside fron these uses, it can be employed effectively as 'Lamp-Stand' in close-up works.

The legs of the Minipod which are contained inside the tube, spread out instantly by pulling out the bottom knob. This is a patented feature found only in this product. The tube is covered with high quality black leather. List: $5.45



## TELESAR UNIVERSAL BRACKET SYSTEM

The TELESAR UNIVERSAL BRACKET SYSTEM is designed to enable a three-way use: Slant bracket, twinlens reflex bracket and straight bracket.

The system consists of: (1) grip handle section, (2) universal base plate, (3) twinlens reflex plate, (4) straight bracket adapter.

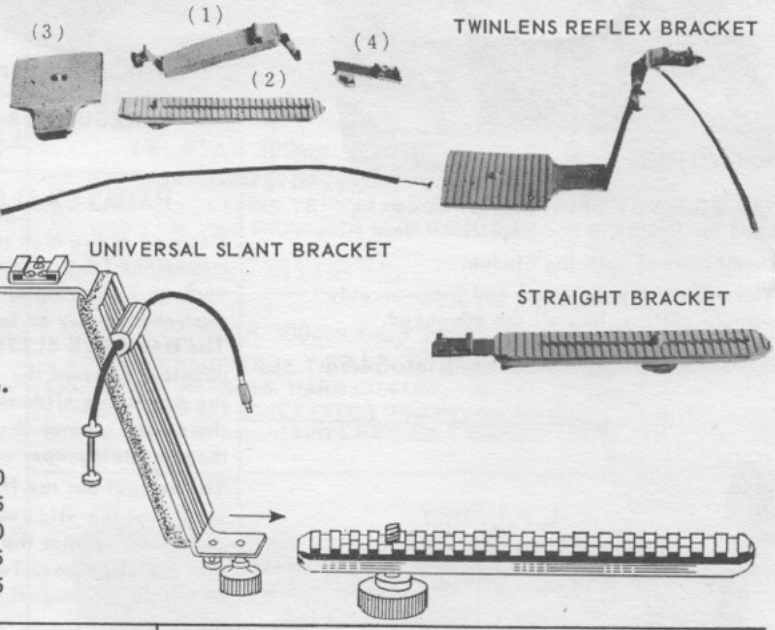
To make slant bracket (1) and (2) are connected. For twinlens reflex connect (1) and (3). And (2) nad (4) are connected to form straight bracket.

Because handle detaches from base-plate, it can be used for quick "off camera" shooting.

Each component is made of high grade metal, chrome plated and covered with light gray rubber for elegant and luxurious appearance.

Components come packed individually , so they can be bought separately or as a set.

| | |
|---|---|
| (1) Grip handle section, G/FB . . . . . | List: $2.70 |
| (2) Universal base plate, BP/FB . . . . . | $1.25 |
| (3) Twinlens reflex plate, TA/FB . . . . . | $2.70 |
| (4) Straight bracket adapter, SA/FB . . . . . | $1.25 |
| (5) Bracket system set, (4 parts) . . . . . | $6.95 |




## AUTOMATIC 2x-3x EXTENDER for PENTAX

Combination extenders which maintain automatic diaphragm operation of Pentax automatic lenses. 2x unit doubles the focal length -- adding the 3x component provides 3x focal length. Built-in exposure compensation scale, automatically indicates proper f stop correction for both the 2x and 3x use. Complete with compartment case. List: $49.95

## TELESAR EXTENSION TUBES

See catalogue page 6

Special imported extension tubes, precision made, highest quality.

| | |
|---|---|
| 4 piece set for NIKON-F | List $12.95 |
| 4 piece set for MINOLTA | $12.95 |
| 3 piece set for LEICA | $ 5.95 |
| 3 piece set for PENTAX | $ 4.95 |
| 3 piece **AUTO.** for PENTAX | $ 9.95 |

### MICROSCOPE ADAPTER

Original IHAGEE Microscope Adapter with Extension Tube.

List: $25.00

. . . . . .

### EXTENSION TUBE

Original IHAGEE Extension Tube for Exacta.

List: $11.95

## PHILIPS PROJECTOR BULB

Made in Holland

Projector BULB for the BOLEX Projector.
8V 50W List: $6.95

**TAG 1 MKE**

## TAG 1 FLASH-GUN

Made in West-Germany

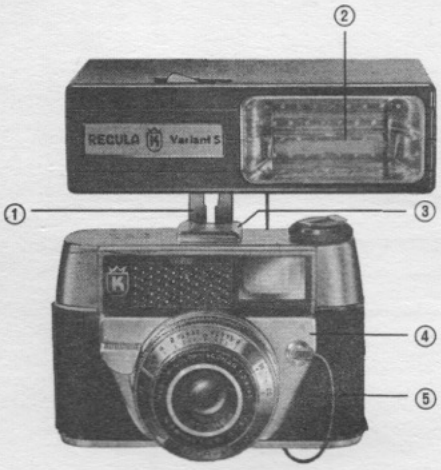
DIRECT OR CABLE CONTACT

One of the worlds smallest B.C. Flash-guns.

Uses inexpensive AG1 flashbulbs, 15v B.C. battery. (BL-W10 - 504 - etc.)

Has HOT-SHOE contact for shoe contact cameras, and P.C. connecting cord.

Comes with case. List: $3.45




## ELECTRONIC FLASH UNIT

## REGULA-VARIANT-S

Made in West Germany

④ Another stobe of the REGULA-VARIANT line. (see catalogue page 28)

⑤ The improvement on this model is, that it can be used vertically or horizantally, and has a nickel cadmium battery that can be replaced. List: $54.95

# SYNCHROMATIC TIMERS

(SEE CATALOGUE PAGE 53)

Model No. 90-S $7.95
Model No. 90-100 $8.95
(with built-in cord set)

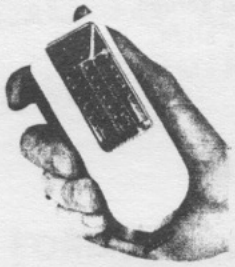
Turns appliances on or off automatically! – set it and forget it with your synchromatic timer. Ideal for use with your radio or TV set . . . wakes you up to music to start the day with a song. Recommended for attic fans, air conditioners, heaters, coffee makers, roasters, and any household electrical appliance.

- Around-the-clock two-tone dial to indicate night and day.
- No installation necessary. Fits any wall receptacle.
- Capacity – up to 1500 watts.
- Where – ON or OFF is required for a period covering two hours or more.
- Operates on A.C. only, 110 to 125 volt, 60 cycle.

## REGULA VARIANT-L

ELECTRONIC STROBE

See catalogue page 28



Regula Variant-L

The REGULA STROBES are available now with shoe contact and P.C. cord which is removable, so it can be used on all cameras. List $47.95

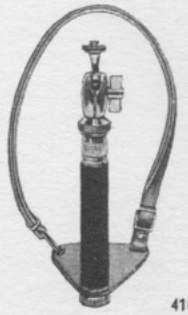
## ADJUSTABLE CHESTPOD

Adjustable heavy duty leather strap fits snugly around neck, so that the center-pod rests against chest.

The length of the center-pod can be adjusted, so it is suitable for any movie or still camera.

Recommended to be used with movie camera and long focal-length lenses.

A vertisal accessory that does not take up much room in the gadget-bag. List: $6.95



4100

## ESBE AGI FLASH GUN

See catalogue page 29

Esbe flash guns are now available with P.C. cords or shoe contact.

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